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THE CHICKEN FARMER

Avian Influenza B.C. 2014

On December 1, 2014, the Canadian poultry and egg industries were faced with an avian influenza outbreak in the lower mainland of British Columbia.

Over the course of the following four weeks and beyond, industry and government partners worked both locally and nationally to manage this crisis and mitigate the spread. The virus spread to 11 commercial locations and one non-commercial backyard flock. Please note that, at the time this article was written, there had been no new infected premises.

The Canadian Food Inspection Agency, along with the provincial government and industry partners set up a joint emergency operations centre and began implementing emergency plans. Farmers throughout the province were charged with increasing biosecurity and ensuring compliance with emergency operating standards.

For example, farmers are obliged to have pressurized water at their property's edges and wash the undercarriages and wheels on all vehicles leaving the farm.

Movement controls were placed, restricting movements of captive birds, poultry products, and anything that had been exposed to infected premises, including (but certainly not limited to) feed, litter, manure, vehicles, equipment and clothing.

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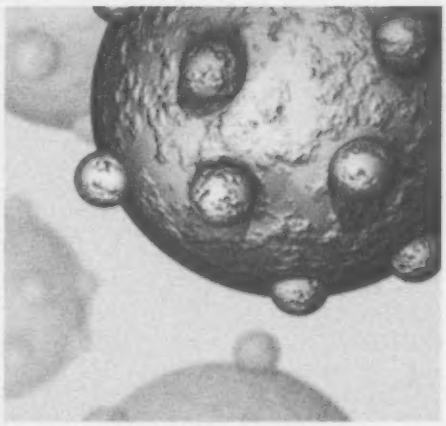

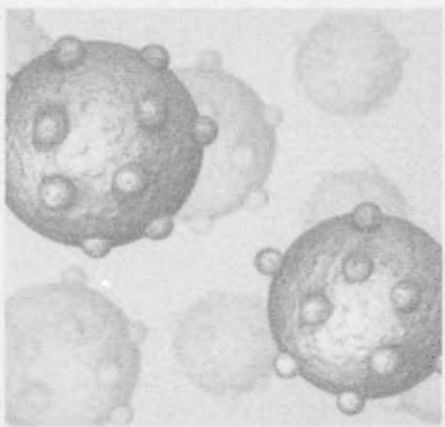

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Chicken Farmers of Canada
Les Producteurs de poulet du Canada

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A Primary Control Zone was established, in which there are three disease control zones (DCZ), infected, restricted and security.

- The outer boundary of an infected zone is up to 3 km from any known infected premises.
- The restricted zone is established surrounding the infected zone and measured based on the epidemiology of the disease in order to prevent the spread of avian influenza. (3 km to 10 km)
- The security zone is the remainder of the primary control zone (beyond 10 km).

The three zones represent relative levels of risk in the control areas, and movement restrictions vary correspondingly. Heightened restrictions apply to the infected and restricted zones because of the greater potential that the virus can spread. Movement restrictions may be revised as the CFIA gains more information about the prevalence of the virus.

Farmers continue to be vigilant about keeping a close eye on their flocks and also began participating in dead bird surveillance programs, which tested samples of on-farm mortalities.

Many resources were mobilized to manage the situation.

Factsheets and other resources have been created and made available to industry, as well as grocery and foodservice partners. This was in response to some reports of consumers returning poultry and egg products out of concern for human health.

What is Avian Influenza? The Word from CFIA

AI is a viral disease of birds. There are many different strains of the AI virus, and most of these have little or no effect on bird health. However, two types—known as H5 and H7—can cause severe illness and death in affected flocks. The Canadian Food Inspection Agency (CFIA) initiates disease response actions when birds are suspected to be infected with H5 or H7 AI viruses or other AI viruses determined to be highly pathogenic.

AI viruses can be classified into two broad categories: low pathogenic (LPAI) and highly pathogenic (HPAI), based on the severity of the illness caused in chickens. HPAI causes the greatest number of deaths in birds.

In Canada, highly pathogenic avian influenza and low pathogenicity H5 and H7 avian influenza viruses are considered to be notifiable avian influenza which is a "federally reportable disease". This means that producers, veterinarians and laboratories must notify the CFIA of all suspected or confirmed cases. Birds affected by AI can show a variety of symptoms, including:

- high mortality and sudden death
- decreased food consumption
- huddling, depression, closed eyes
- respiratory signs (coughing and sneezing)
- decreased egg production
- watery greenish diarrhea
- excessive thirst
- swollen wattles and combs

Avian influenza rarely affects humans that do not have consistent contact with infected birds. Public health authorities will ready to take precautionary measures as warranted.

What do retail and food service partners need to know?

Avian influenza viruses do not pose risks to food safety when poultry and poultry products are properly handled and cooked.

Grocery stores and restaurants work to ensure that all our products adhere to the highest standards for care and handling. This applies to fresh, frozen or cooked chicken as well. All partners work together to ensure that all partners in the supply chain use rigorous biosecurity measures to ensure the safety of the food supply.

Avian flu transfer onto raw poultry meat is a very, very low risk. A minimum internal temperature of 60-70 degrees Celsius is required for safe avoidance of avian influenza, which is less than chicken should be cooked to remove most other bacteria (77 degrees Celsius). If the virus were present on chicken meat (reminder: transfer of the virus to meat is exceptionally low-risk), it would be destroyed during the cooking process.

There is no evidence that avian influenza has ever been passed on to humans as the result of eating poultry meat or eggs.

(Many thanks to the B.C. Poultry Association and Canadian Food Inspection Agency, who are sourced for this article)

AVIAN INFLUENZA
JUST THE FACTS

You may have heard about the recent avian influenza outbreak in British Columbia – and you may have questions. Here's what you need to know:

1. Poultry and eggs are safe to eat. Make sure that you exercise the same diligence with your poultry products as you always have by cooking them properly and keeping your surfaces clean.
2. This is an animal health issue, not a human health issue.
3. All poultry and egg farmers and their supporting organizations are working very hard with the Canadian Food Inspection Agency, as well as other federal and provincial governments and agencies to contain and eradicate this outbreak.

> "There is no evidence to suggest that the avian influenza virus can be transmitted to humans through the consumption of food, notably poultry and eggs."
>
> – Health Canada – Avian influenza and Poultry

WHAT DO I NEED TO KNOW?

Avian flu transfer onto raw poultry meat or eggs is a very, very low risk and avian influenza has never been passed on to humans as the result of eating properly cooked poultry or eggs.

When avian influenza is found in Canada, major protocols are placed; this includes destroying and disposing, through humane and environmentally sound methods, any affected flock. Depopulated birds are not sold for use as food.

With your everyday and proper cooking methods, microorganisms associated with the avian flu virus are inactivated. Follow package directions and recipes carefully, keep your surfaces clean and use proper cooking times and a meat thermometer.

WE'RE ALL DOING OUR PART

We all work together to ensure that all partners in the supply chain use rigorous biosecurity measures to ensure the safety of our food supply.

Your grocery stores and restaurants work hard to ensure that poultry and egg products adhere to the highest standards for care and handling.

REMEMBER

Follow your usual precautions when handling or eating poultry products:

Keep poultry and egg products refrigerated or frozen until ready to prepare and always thaw poultry in the refrigerator or microwave – never on the counter.

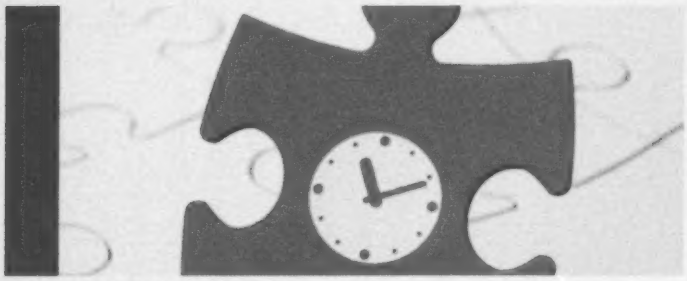
- ✓ Wash hands and surfaces often.
- ✓ Use one surface for fresh produce and a separate one for raw meat, poultry, and seafood.
- ✓ Cook foods to a safe temperature.
- ✓ Chill or discard leftovers promptly.

What do consumers need to know?

In short, here's what they need to know:

1. This is an animal health issue, not a human health issue.
2. Chicken is safe to eat. Consumers should exercise the same diligence with their chicken as they always have by cooking it properly and keeping surfaces clean.
3. All poultry and egg farmers and their supporting organizations are working very hard with the Canadian Food Inspection Agency, as well as federal and provincial governments and agencies to contain and eradicate this outbreak.

More information can be obtained by contacting CFC at communications@chicken.ca



Timeline of Events

(based on information from the Canadian Food Inspection Agency at www.inspection.gc.ca)

DECEMBER 1

- The B.C. Ministry of Agriculture notifies the Canadian Food Inspection Agency (CFIA) of the detection of H5 avian influenza virus at two sites in the Fraser Valley – a broiler breeder farm in Chilliwack and a turkey farm in Abbotsford. The sites are hereby numbered and preceded with the letters "I" and "P", which stands for "Index Premises". The two sites are labelled IP1 and IP2 respectively.
- The sites are placed under quarantine by the CFIA. Industry voluntarily restricts movement and began sampling all farms moving product out of the industry standard 3 km zones.

DECEMBER 2

- The CFIA continues its investigation and, as a result, two additional sites (IP3 and IP4) in the Fraser Valley are placed under quarantine. These are broiler breeder operations in Abbotsford.
- Provincial samples obtained from the two originally implicated sites (IP1 and IP2) are sent to the CFIA National Centre for Foreign Animal Disease for official confirmation.
- The CFIA mobilizes national and regional emergency response teams.
- The CFIA issues a news release. The Agency, along with the Public Health Agency of Canada (PHAC), B.C. Ministry of Agriculture, and the B.C. Ministry of Health hold a technical briefing for the media to provide information on the situation.

DECEMBER 3

- The CFIA continues its investigation to identify high risk premises in the Fraser Valley to minimize the risk of virus spread.
- The Agency notifies trading partner countries, via the World Organization for Animal Health (OIE), that H5 avian influenza virus has been detected in B.C.'s Fraser Valley.
- The CFIA posts a web update on the investigation. The Agency, along with Public Health Agency of Canada, B.C. Ministry of Agriculture, and the B.C. Ministry of Health hold a technical briefing for the media to provide an update on the situation.
- A conference call is held with the key industry associations to provide an update on the latest developments and the CFIA's ongoing response to the outbreak.

DECEMBER 4

- Testing at the CFIA's National Centre for Foreign Animal Disease confirms the strain causing the avian influenza outbreak on two sites (IP1 and IP2) in the Fraser Valley is a highly-pathogenic (to poultry) H5N2 virus.
- The CFIA continues its investigation to identify high risk premises in the Fraser Valley to minimize the risk of virus spread.
- The CFIA issues a news release and social media updates on the investigation. The Agency, along with Public Health Agency of Canada (PHAC), B.C. Ministry of Agriculture, and the B.C. Ministry of Health hold a technical briefing for the media to provide an update on the situation.
- A conference call is held with the key industry associations to provide an update on the latest developments and the CFIA's ongoing response to the outbreak.

DECEMBER 5

- CFIA depopulates the birds on one of the affected sites (IP1) in the Fraser Valley.
- The CFIA continues its investigation to identify high risk premises in the Fraser Valley to minimize the risk of virus spread.
- Testing to confirm avian influenza and the strain at two sites (IP3 and IP4) continues.
- The Agency, along with the Public Health Agency of Canada (PHAC), B.C. Ministry of Agriculture, and the B.C. Ministry of Health hold a technical briefing for the media to provide an update on the situation. The CFIA issues social media updates on the investigation.
- A conference call is held with the key industry associations to provide an update on the latest developments and the CFIA's ongoing response to the outbreak.

DECEMBER 6

- CFIA places an additional site under quarantine following higher than normal mortality rates reported by a turkey producer located near Abbotsford, B.C. Preliminary testing by the B.C. Ministry of Agriculture indicates the presence of avian influenza on a 5th site in the Fraser Valley (IP5).
- The CFIA collects samples from IP5 for confirmatory testing at the National Centre for Foreign Animal Disease.
- The CFIA depopulates the birds at IP2.
- The CFIA posts a web update, including a timeline of events, on the investigation. A conference call is held with the key industry associations to provide an update on the latest developments and the CFIA's ongoing response to the outbreak.
- The Agency, along with the Public Health Agency of Canada, the B.C. Ministry of Agriculture, and the B.C. Ministry of Health hold a technical briefing for the media to provide an update on the situation.

DECEMBER 7

- The National Centre for Foreign Animal Disease (NCFAD) confirms highly pathogenic H5 avian influenza in samples taken at IP5.
- The CFIA depopulates the birds at IP3.
- The CFIA continues its investigation to identify high risk premises in the Fraser Valley to minimize the risk of virus spread.

DECEMBER 8

- The CFIA begins depopulating the birds at IP4.
- The CFIA establishes a primary control zone to prevent the spread of the virus.
- The CFIA posts a web update on the investigation. A conference call is held with the key industry associations to provide an update on the latest developments and the CFIA's ongoing response to the outbreak.
- The Agency, along with the Public Health Agency of Canada, the B.C. Ministry of Agriculture, and the B.C. Ministry of Health hold a technical briefing for the media to provide an update on the situation.
- The CFIA continues its investigation to identify high risk premises in the Fraser Valley to minimize the risk of virus spread.
- The Canadian Chief Veterinary Officer informed his U.S. counterpart about the declaration of the primary control zone and its boundaries. The boundaries of the zone are based on the Regulatory Cooperation Council agreement.
- CFIA is working in collaboration with industry on the permit application and issuance process.

DECEMBER 9

- The CFIA completes the depopulation of birds at IP4.
- The Joint Emergency Operations Centre (JEOC) holds a number of town hall meetings to explain the primary control zone to each of the individual poultry sectors.
- Application forms for movement permits are made available on CFIA's website.
- Canada notifies the OIE regarding the establishment of the primary control zone in B.C.
- The CFIA continues its investigation to identify high risk premises in the Fraser Valley to minimize the risk of virus spread.

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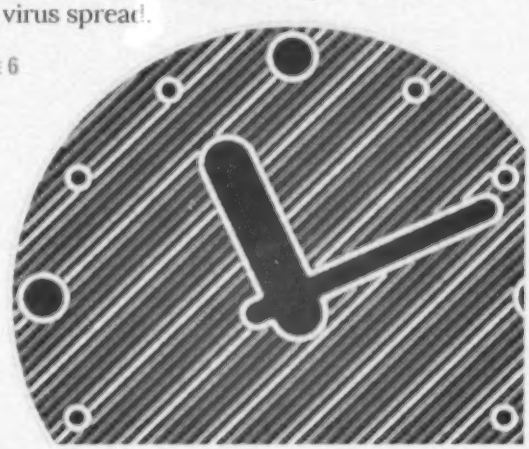

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DECEMBER 10

- The CFIA and the B.C. Ministry of Agriculture holds a technical briefing for the media to provide an update on the situation.
- An additional barn located on one of the previously-identified infected sites (IP5) has been confirmed to have avian influenza. As this barn is legally considered a separate business entity, this additional barn is now considered to be IP6.
- The province of B.C. confirms the presence of avian influenza on two additional farms, both broiler breeders in Abbotsford. These two new premises are IP7 and IP8. The province of B.C. also notifies the CFIA of another farm where avian influenza is suspected.
- The CFIA completes the depopulation of birds at IP5.
- The CFIA continues its investigation to identify high risk premises in the Fraser Valley to minimize the risk of virus spread.

DECEMBER 11

- CFIA completes the depopulation of birds at IP6.
- The province of B.C. confirms the presence of avian influenza on one additional farm, a broiler breeder operation. This new premises is IP9.

DECEMBER 12

- Conference calls are held with the key industry associations to provide an update on the latest developments and the CFIA's ongoing response to the outbreak.

DECEMBER 13

- CFIA completes the depopulation of birds at IP7 and IP8.
- The province of B.C. investigates a suspicion of avian influenza on one additional farm, this one a table egg layer farm. This is later confirmed and the new premise is identified as IP10.

DECEMBER 14

- CFIA completes the depopulation of birds at IP9.

DECEMBER 15

- A conference call is held with the key industry associations to provide an update on the latest developments and the CFIA's ongoing response to the outbreak.

DECEMBER 16

- CFIA completes the depopulation of birds at IP10.

DECEMBER 17

- The province of B.C. confirms the presence of avian influenza on one additional farm, this one a broiler breeder farm. This new premises is IP11.

DECEMBER 18

- A conference call is held with the key industry associations to provide an update on the latest developments and the CFIA's ongoing response to the outbreak.

DECEMBER 19

- The province of B.C. confirms the presence of avian influenza on a non-commercial farm (backyard flock of Muscovy ducks and turkeys). This new premises is IPNC-01, standing for "Index Premises Non-Commercial".
- The Canadian Food Inspection Agency (CFIA) completes the depopulation of birds at IP11.

DECEMBER 20

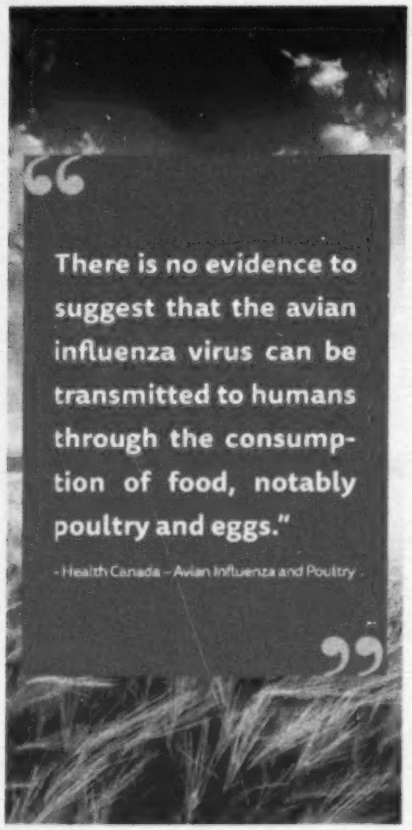
- CFIA completes the depopulation of birds at IPNC-01.
- A conference call is held with the key industry associations to provide an update on the latest developments and the CFIA's ongoing response to the outbreak.

DECEMBER 29

- A conference call is held with the key industry associations to provide an update on the latest developments and the CFIA's ongoing response to the outbreak.

JANUARY 7

- A conference call is held with the key industry associations to provide an update on the latest developments and the CFIA's ongoing response to the outbreak.


"There is no evidence to suggest that the avian influenza virus can be transmitted to humans through the consumption of food, notably poultry and eggs."
- Health Canada – Avian Influenza and Poultry

Avian Influenza

What You Need to Know

- Poultry and eggs are safe to eat, as long as you use the same care with your poultry products as you always have.
- This is an animal health issue, not a human health issue.
- All poultry and egg farmers are working very hard with the Canadian Food Inspection Agency (CFIA) to contain and eradicate this outbreak.
- Avian flu has never been passed on to humans as the result of eating properly cooked poultry or eggs.
- Avian flu transfer to humans is rare and only happens when humans have close contact with live, infected birds.

Follow package directions and recipes carefully, keep your surfaces clean and use proper cooking times and a meat thermometer.

BC poultry farmers are your neighbours and need your support now more than ever.

For more information, visit bcchicken.ca/index.php/avian-influenza

BC egg

BRITISH COLUMBIA CHICKEN MARKETING BOARD

BC TURKEY FARMERS

The National Poultry Groups Conducts a Study of Consumer Attitudes in light of Avian Influenza

On December 15th, the National Poultry Group engaged Leger Marketing to conduct a survey with Canadians, to gauge consumer attitudes and behaviours with respect to poultry and egg products within the context of avian influenza. Here is a summary of those results:

- Although half of Canadians are aware of the recent avian influenza outbreak, concern for the safety of poultry and eggs is low and drops even lower when Canadians are given the facts about the disease.
- Residents of B.C. are more aware of the outbreak than other Canadians, but their level of concern about avian influenza is lower than that of all Canadians once they have been informed about the disease. Across Canada, intention to consume poultry and eggs has not changed and most have eaten these products during the outbreak.
- Canadians are generally unconcerned about catching avian influenza from eating poultry and eggs. Just over a third are concerned about eating poultry and eggs in restaurants or buying them at the grocery store or butcher, but this number drops to less than one in five once they have been given further information about the disease.
- The vast majority of Canadians believe that the government and the poultry and egg industries are doing all that they can to contain the outbreak, and half believe that the media is making this a bigger issue than it is.

Laurent Mercier, Former CFC Chair, Passed Away in Late 2014

2014 saw the passing of another original member of the CFC Board of Directors, Laurent Mercier from Quebec. He passed away in St-Esprit on December 30th at the age of 86.

Laurent was Chair of the Quebec provincial poultry agency, *Les Éleveurs de volailles de Québéc*, where he presided from 1976 to 1989. He moved his knowledge, drive, and passion for agriculture to CFC in 1989 where he served for two years (1989-1991) as Chair and then to the National Farm Products Council where he was Vice-President from 1992-1997.

He was elected to the Quebec Agriculture Hall of Fame in 2001 in recognition of his 60 years of leadership and contributions to agriculture, both provincially and nationally.

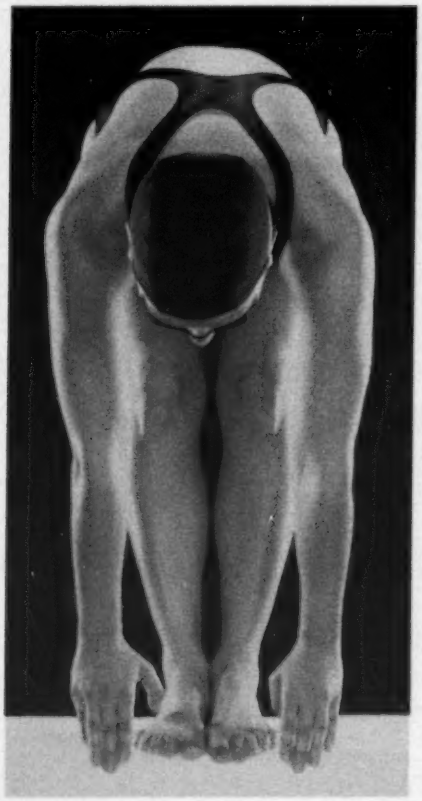
Laurent was a leader in both the chicken and poultry industries, but he didn't stop there. He also did work on behalf of producers in other industries too, including: potatoes, apples, vegetables and hatching eggs. A big part of his legacy is that he always treated everyone as equals and that at the end of every negotiation all parties should consider themselves the winners. His prime goal, regardless of the commodity, was always to ensure that farmers got a fair shake and a fair return on their products.

Today, several of his six children with his wife Cécile Brouillette, continue to be strong proponents of agriculture and active on behalf of farmers, traits that Laurent passed along to them. They include Laurent Mercier Jr.*, who works in the turkey industry, continuing in the strong role that his father inspired, and Martine Mercier, a hatching egg producer from Quebec and a past-Chair of the national hatching egg producers' agency, CHEP.

Earlier in the year, two other founding members of the CFC Board died: the first Chair of CFC, Eric Meek of Nova Scotia (1978-1979), and fellow past-Chair Bert Hall from Manitoba (the third CFC Chair, 1981-1982).

Laurent and the other former CFC Chairs will be missed.

*Note: Laurent Mercier Jr. was a member of CFC's five-year Strategic Planning Steering Committee in 2012 which helped set the direction for CFC's current five-year strategy (2014-2018).



Canada's Top Swimming Athletes Make Waves in Support of Canadian Chicken

Chicken Farmers of Canada are now in year three of a unique partnership with Swimming Canada; one which continues to support Canadian swimmers at the competitive and recreational levels. Since the inception of the partnership, the organizations have jointly sponsored a Swim Parent of the Month contest in recognition of parents who encourage eating well and being active as part of a healthy lifestyle. Profiles of the Swim Parent winners and their favourite chicken recipes are now featured in a Swim Kitchen Digital Cookbook which is downloadable at chicken.ca.

In December 2014, CFC and Swimming Canada were fortunate to have Canada's medalists Ryan Cochrane and Benoît Huot promote the digital cookbook during a fun filled evening of tweets with Canadians using the hashtag #chickensplash. These medalists are just a few of Swimming Canada's top athletes who have been supporting the two organizations' partnership for healthy living since 2013. As a special treat, we are featuring an article written by Ryan Cochrane who explains how he became inspired to swim competitively and why good nutrition from Canadian chicken is an important part of his daily routine. Ryan Cochrane is a two-time Olympic medalist, as well as the reigning double gold medalist from the Pan-Pacific Swimming Championships.

Cooking with Ryan Cochrane is Nothing to Medal With

Written by Ryan Cochrane

When I was growing up, I always wanted to be a professional athlete. I have a very vivid memory of being asked as a Grade 3 student what I wanted to do when I was older; without hesitation, I answered "athlete" every time. With that being said, I was never a great athlete. To be honest, I wasn't really even a good athlete, but I always had the determination to keep fighting my way on to teams in order to be a part of something with my friends. Swimming wasn't a sport that was on my radar at any point throughout the process, but I was quite lucky that at the age of ten, some friends of mine were going to an information session about the local club here in Victoria.

After joining Island Swimming, it took a few years for me to find success, but I was always interested in being the best in the world at something. I encourage everyone to put their children in swimming lessons or with their local team, as safety around water and the skills the sport teaches you can be incredibly beneficial. Swimming continues to provide me with skills that apply to the foundations of my life both in and out of sport, ranging from time management and goal orientation to nutrition (and everything in between).

With the two years until the next Olympic Games I am able to focus all of my energy on swimming, but that was certainly not always the case. From the time I was 12 years old to when I completed my undergraduate studies I was forced to balance school, training, and life outside of sport on a daily basis. This was definitely a learned skill and there were more than a few bumps along the way. However, I knew at a young age that if I wanted to succeed in getting to the Olympic podium, while also finishing my studies, time management was of the utmost importance.

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There were a few important categories under that umbrella of time management, but none were more important than nutrition. Like many sports, after a hard workout in the pool, it is imperative that recovery starts as soon as possible and that generally means eating some form of lean protein. If I wanted to ensure that my next practice was as successful as my last, I needed to place emphasis on recovery through nutrition. Some days that meant coming home to a dinner I'd made the night before, while other times it was whatever I could eat when driving to school.

It's always easier said than done to plan meals out at the beginning of each week, but if that means I can make 5 dinners last for 7 nights, I've just saved myself a few precious hours. Creating meals with some of my favourite foods, such as fresh Canadian raised chicken, that last and often taste better the next day allows me to enjoy my food while applying that extra time to other areas of my life. One of my go to meals which always tastes better a day or two later is Green Chicken Curry.

When I was learning to cook for myself, I found that it was important to find foods which I enjoyed eating a day or two later. Throughout my childhood, my dad notoriously took our dinners from the night before as his lunch each day, and subsequently my brothers and I never ate leftovers. Because of this, it took time to get to know my own eating habits and explore some food options I'd never had a chance to experience. I would encourage anyone to seek out more ideas for meals, like what you can find in the Swim Kitchen Digital Cookbook.

Swimming has taught me many things, countless of which are indirect skills I use each day. Learning to cook for myself, while planning my time wisely and ensuring I get the 6,000 calories a day I need to refuel, is an ongoing process that most people can undoubtedly relate to going through at some point in their life. I believe, with the right knowledge and practice, we will all get better with time. It's a lot like learning to swim; it can be a totally different world that seems daunting at first, but with a lot of practice and some good information, success will come.

GREEN CHICKEN CURRY

2 Tbsp (30 mL) vegetable oil

1 medium onion, cut in 8 wedges

1 red bell pepper, cut in 8 wedges

1 stalk lemongrass, white bulb only

1 Tbsp (15 mL) coarsely-chopped fresh ginger

3 Tbsp (45 mL) Thai green curry paste

2 kaffir lime leaves

3 cups (750 mL) unsweetened coconut milk, 2 (13.5 ounce) cans

¾ cup (175 mL) chicken broth

4 skinless, boneless Canadian-raised chicken breasts, cut in 1-inch strips

sea salt

1 lime, juiced

fresh Thai basil leaves

fresh cilantro leaves

lime wedges, for garnish

Place a large, deep skillet over medium heat and coat with the oil. Sauté the onion and red peppers for 3 minutes to soften. Split the piece of lemongrass down the middle and whack it with the flat side of a knife to open the flavor. Add the lemongrass, ginger, curry paste and lime leaves to the skillet and stir for 2 minutes. Pour in the coconut milk and chicken broth. Lay the chicken pieces in the mixture to poach; add a pinch of salt. Stir together and simmer over low heat for 10 to 15 minutes. Squeeze in the lime juice and shower with basil and cilantro; serve in dinner bowls with lime wedges.

Editor: Marty Brett - mbrett@chicken.ca
Graphic Designer: Stephanie St.Pierre - sstpierre@chicken.ca